

# BUSINESS INFLUENCE™

---

## OVERVIEW

Business Influence focuses on helping leaders understand and master the unwritten rules of communication that govern business relationships. Participants focus on what it means to develop an authentic leadership style so they can lead through inspiration and influence. In attending, participants will be introduced to a guiding approach that will enable them to forge strong relationships and build political capital every time they communicate.

This program builds on The Humphrey Group's Leadership Model®, which focuses on teaching participants to adopt the mindset of a leader, script themselves as a leader, use the language of leadership, and speak with a dynamic presence. It focuses on learning to bring these four foundational elements into the practice of building professional relationships.

## TARGET AUDIENCE

Business Influence is designed for people-leaders and professionals who are interested in developing their relationship-building skills.

## POWERFUL LEARNING OUTCOMES

In attending Business Influence, participants will strengthen their ability to consistently:

- Recognize the importance of political realities in the workplace
- Approach career development in a thoughtful and structured way
- Demonstrate confidence and poise when speaking with more senior people
- Use language that will resonate with those in positions of power
- Position themselves for success by identifying key relationships they need to build
- Apply a structured approach to building those relationships
- Speak with clarity and conviction in every interaction
- Deliver positive messages in the face of challenging realities
- Assess how much political capital you have and whether you want to spend it
- Apply a strategic approach in building a network of senior-level champions

## LEARNING EXPERIENCE

Business Influence combines practical learning with extensive personal feedback. Working in small groups, participants consider the status of their professional relationships, while developing strategies for strengthening their networks. They also focus on how to control perceptions of their leadership and how to build relationships through conversations. Every participant will receive personal feedback during the program, including videotaped feedback.

# DAY ONE

---

## I. WHY INFLUENCE MATTERS

- Explore the link between communication, leadership and influence.
- Articulate a clear vision for your role as a leader in the organization.
- Understand the connection between your vision and what others bring to it.
- **WORKSHOP:** Participants will articulate the vision they have for their roles. They will identify the areas wherein they must strengthen their leadership thinking. They will discuss what influence means to them and how they can adopt a mindset to influence in their role.

## II. BUILD STRONG RELATIONSHIPS

- Recognize the importance of political intelligence.
- Explore the role relationship building plays in everyday leadership and career success.
- Seek out and inspire mentors and sponsors to support your leadership.

- Use The Leader's Script® to build relationships.
- **WORKSHOP:** Participants will examine the most important internal and external relationships that are key to their leadership success. They will then choose one of these relationships. Participants will script a communication to strengthen this relationship through influential communication. They will role-play their script and receive extensive feedback.

## III. EVERY MEETING, AN OPPORTUNITY!

- Know the players and the opportunity every meeting presents.
- Build trust through every meeting.
- Manage the difficult personalities with active listening techniques.
- Master virtual meetings.
- **WORKSHOP:** Participants will role-play a variety of meeting scenarios and will practice the art of building relationships in these situations.

# DAY TWO

---

## IV. SHAPE THE PERCEPTIONS OF YOUR LEADERSHIP

- Be intentional when building relationships.
- Communicate consistency in your leadership across the organization.
- Audit and enhance others' perceptions of your leadership.
- **WORKSHOP:** Participants will engage in a variety of workshops on relationship and leadership 'brand' building. They will be videotaped and receive extensive feedback.

## V. NAVIGATE WORKPLACE REALITIES

- Build relationships through listening.
- Master difficult conversations.
- Use The Leader's Script to maintain and improve challenging relationships.
- Navigate gender dynamics in the workplace.

- **WORKSHOP:** Participants will role-play challenging conversations and will practice active listening techniques. They will receive feedback on their effectiveness.

## VI. EXPAND YOUR NETWORKS

- Uncover your networking opportunities.
- Know who's in your network; and who should be.
- Go in with a plan for any networking opportunity.
- **WORKSHOP:** Participants will audit their networking opportunities and prepare for an upcoming networking conversation.
- **WORKSHOP:** Participants will take part in a variety of exercises. As part of it they will be video-taped and receive feedback on their ability to build relationships and their presence.

## VI. CONCLUSION

- Putting it into action.